

## Content [C]

A blog post, a social media post, a podcast, a video, etc. to capture the attention of your audience. Lead magnets are effective tools to lead the audience to join your email list

## Attention [A]

Driving attention of the audience through content using SEO, social media, paid ads, referrals, other lead magnets, etc.

## Trust [T]

A healthy relationship will lead to trust. This is built over time through retargeting through various activities, events, etc.

## Transact [T]

Converting leads into customers through natural sales methods. The audience should have a strong sense of need fulfillment by purchasing your product or service. Providing a bundled offer creates a value proposition and enables purchase.